Vickie Ozburn
Region 4 Director
March 2, 2024
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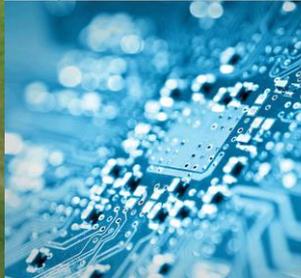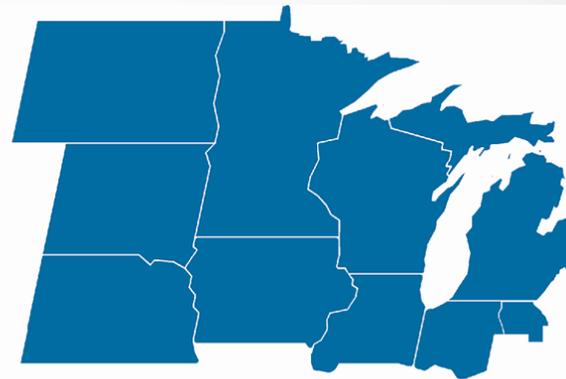
Some Ideas on Membership Engagement

R4 Section Sponsored Events

Webex Meetings

February
- Engineering Week 18-24
- Documentary Night
- Call for Volunteers

March
- PIE Day 14th
- Virtual Coffee Hour Society or Committee Sponsored

April
- Congressional Visit Day Workshop
- Q2 WIE Webinar Society or Committee Sponsored

May
- Eit 2024
- EMC Mini Symposium Society or Committee Sponsored

June
- Conference INTCEC 2024 Society or Committee Sponsored

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Coordinate events with section & region leadership

→

Sections Promote Co-hosted section events

→

R4 and sections host events worldwide!

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Some Ideas to Membership Engagement

R4 Section Sponsored Events

R4 24th Annual IEEE INTERNATIONAL CONFERENCE ON ELECTRO INFORMATION TECHNOLOGY (eit2024)

- Call for Papers
- Workshops
- Student Branch Competition

Congressional Visits Day

- April 10-11, 2024

Documentary Night

- SE Michigan Section hosts Weekly
  - The Sun Queen - Mária Telkes
  - Wernher Von Braun

24th Annual IEEE INTERNATIONAL CONFERENCE ON ELECTRO INFORMATION TECHNOLOGY (eit2024)
May 30 - June 1, 2024
University of Wisconsin-Eau Claire
Eau Claire, Wisconsin 54702-4004, USA

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Industry Engagement Committee

Foundational Industry Theme for events

- **Agrotechnology – Farm Equipment**
  - A webinar from John Deere titled "Exploring the latest advancements in precision agriculture" was held that was well attended by over 40 members.
- **Artificial Intelligence** – **HealthCare/Green Energy/Automotive/Agriculture**
  - First part of a four segment AI webinar series was held with Healthcare as the industry domain hosting speakers from GE HealthCare Technologies Inc & ThinkingNodeLife.AI Inc. Topic of the webinar was "AI in Healthcare: Transforming X-ray Radiology and Drug R&D with Two Different Approaches with Machine Learning and Machine Reasoning"
- **Electronics & Aeronautics Industry**
  - Printed Circuit Boards/Aircrafts "3rd Annual IEEE Midwest PCB Fest" webinar series was held between Oct/Nov across 4 Wednesdays with distinguished lectures from four industry leading experts. Over 350 members attended the talks spread across 4 sessions.
- Highlighting the concept of DIY, a webinar focusing on practical engineering was held in the field of aeronautics. **"Building & Flying a two person home built airplane"** was the title of the webinar.
- Under the aegis of IEEE Region 4, local support was provided by R4 IEC for IEEE's participation at **Experimental Aircraft Association (EAA) Oshkosh Air Show** held in Wisconsin that was attended by 677,000 people over the course of the show.

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Industry Engagement

New and Ongoing Initiatives

- ▸ Section Industry Ambassador (SIA) pilot program launched.
- ▸ Section Industry Engagement Committee/Local Group launched with Chicago Section and discussions with Milwaukee, Twin Cities sections initiated for future launch.
- ▸ Advocate & Champion with local industry/IEEE members about US Federal Government Industry Programs like Chips Act, Climate Action, Regional Industry Tech Hubs for high tech manufacturing in USA.
- ▸ Engage with IEEE Regional Tech Hub initiative to identify synergies at Region 4 grassroot level.
- ▸ Collaboration with American Society of Quality (ASQ) established for joint industry engagement activities.
- ▸ Annual EIT Conference supported.
- ▸ Contribute content to Region 4 Quarterly newsletter.
- ▸ Keep members within Region 4 informed through monthly updates on upcoming IEEE in person/virtual events.
- ▸ Pursue the idea of leveraging Region Industry members to support IEEE SKPL program through the CSR (Corporate Social Responsibility) platform within companies.

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Industry Engagement

2024 Roadmap

- Accelerate with laser focus on "3A Industries" for R4 IEC (MSME driven)
  - Agrotechnology
  - AI in Auto/Health/Energy/Agri
  - Advanced Electronics & Aeronautics
- Make Sections the nerve center of R4 IEC programs through **Section IEC's & Section Industry Ambassadors (SIA's)**. Our Goal is to have at least 6 SIECs up and running effectively (Chicago, Milwaukee, Twin Cities, Cedar Rapids). Plans and programs at Region level are nice but the biggest problem is lack of motivation at Sections to execute with vigor.
- Launch **Section Industry Days (SIDs)** to make it the time & place for IEEE members and industry to come together in person to debate, discuss and develop as a community. The first one to go off the block will be Milwaukee section starting from April 2024 (First Friday of every month)
- Make meaningful timely contributions to R4 Quarterly Newsletter with quality content.
- Amplify government initiatives by taking them to MSME through various channels.
- Make our social media handles and webpages more agile with lively current contents from R4 IEC
- Support Region Conferences

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Industry Engagement

2024 Roadmap continued

Golden Triangle Program (Chicago>Milwaukee>Minneapolis) based on EDA (US Economic Development Administration) Regional Technology and Innovation Hubs focusing on,

1) **Quantum computing and communications (Chicago)**
https://www.eda.gov/funding/programs/regional-technology-and-innovation-hubs/2023/The-Bloch-Tech-Hub

2) **Wisconsin Biohealth Tech Hub (Milwaukee/Madison)**
https://www.eda.gov/funding/programs/regional-technology-and-innovation-hubs/2023/Wisconsin-Biohealth-Tech-Hub

3) **Smart Medical Technologies (Minneapolis)**
https://www.eda.gov/funding/programs/regional-technology-and-innovation-hubs/2023/Minnesota-MedTech-Hub-3.0